

## **CLAIMS**

1. (Currently Amended) A method for allowing the creation of a plurality of personalized advertisements to be viewed by an intended audience, comprising:

presenting a personalized advertisement template comprising a plurality of media slots in sequence, each of the media slots receiving one of a plurality of media segments ~~[[as]]~~ that is a portion of a personalized advertisement, each of the plurality of-media segments comprising one of: an audio segment, a video segment, a graphics segment, a rendering segment, and a segment of last minute information;

simultaneously transmitting a plurality of data streams to a receiving unit, each data stream delivering a different one of said plurality of media segments for said at least one of said slots, wherein said media segments are synchronized to begin and end at substantially the same time, said meta information stream including ; ~~and~~

transmitting a meta information stream to a personalization engine at said receiving unit, said meta information stream including a personalization protocol, content selection data ~~information~~ regarding content ~~and use of media segments in [[of]]~~ said plurality of data streams ~~to said receiving unit, and transitional data, said content selection data information~~ including switch times for said plurality of synchronized media segments;

retrieving personalization data by the personalization engine from a user profile at the receiving unit;

using said content selection information and said personalization data to switch between said plurality of data streams to retrieve and insert at least one of said media segments into each of said media slots,

assembling at the receiving unit a customized broadcast transmission stream as said personalized advertisement; and

reporting by the personalization engine a record of the customized broadcast transmission stream.

2. (Previously Presented) The method of claim 1 wherein said receiving unit selects among said plurality of data streams in real time.

3. (Previously Presented) The method of claim 1 wherein said personalized advertisement is viewed by a viewer as it is assembled.
4. (Previously Presented) The method of claim 1 wherein said receiving unit selects among said plurality of data streams based on said content selection information and information about a viewer who will view said personalized advertisement.
5. (Previously Presented) The method of claim 4 further including providing a data stream with a default personalized advertisement to allow said receiving unit to display said default personalized advertisement without selecting between said plurality of data streams.
6. (Previously Presented) The method of claim 1 wherein said plurality of data streams are MPEG encoded data streams.
7. (Previously Presented) The method of claim 1 wherein said plurality of data streams are multiplexed into a transport stream.
8. (Previously Presented) The method of claim 1 wherein said segments are incomplete parts of said personalized advertisement.
9. (Previously Presented) The method of claim 1 wherein said receiving unit is a set top box.
10. (Previously Presented) The method of claim 9 wherein said set top box can receive both analog data streams and digital data streams, and wherein said set top box momentarily switches from an analog data stream to a digital data stream to play out said personalized advertisement.
11. (Previously Presented) The method of claim 10 wherein said set top box switches from an analog data stream to a digital data stream triggered by VBI data.

12. (Previously Presented) The method of claim 9 wherein said set top box momentarily switches from a first digital data stream to a second digital data stream to play out said personalized advertisement.

13. (Previously Presented) The method of claim 9 wherein said set top box receives a plurality of television channels over said data streams, and said channels include programs including a synchronized commercial break; and during said synchronized commercial break, said data streams deliver segments to create said personalized advertisement for display irrespective of which channel said set top box had selected.

14. (Previously Presented) The method of claim 1 further including transition segments, which are inserted into said personalized advertisement between said segments.

15. (Previously Presented) The method of claim 1 further including a plurality of templates for creating said personalized advertisements, wherein said templates include video sequence templates and audio sequence templates.

16. (Currently Amended) A system for distributing of multimedia personalized advertisements to be viewed by a plurality of end users, said system comprising:

a transmitted unit that transmits to a receiving unit:

a personalized advertisement template comprising a plurality of media slots in sequence each of said media slots receiving one of a plurality of media segments; and

a plurality of data streams simultaneously transmitting said plurality of media segments to be inserted into at least one of said media slots as a portion of a personalized advertisement, each of the plurality of media segments comprising one of: an audio segment, a video segment, a graphics segment, a rendering segment, and a segment of last minute information,

a meta information stream transmitting a personalization protocol, content selection data regarding content and use of media segments in said plurality of data streams, and

transitional data, said content selection data including switch times for said plurality of  
synchronized media segments; and

\_\_\_\_\_ a personalization engine retrieving personalization data from a user profile at the  
receiving unit; said personalization engine using said content selection information and said  
personalization data to switch between said plurality of data streams to retrieve and insert at least  
one of said media segments into each of said media slots, to assemble at the receiving unit a  
customized broadcast transmission stream as said personalized advertisement.

\_\_\_\_\_ wherein each of said plurality of data streams transmit a different one of said plurality of  
media segments for one of said slots, and

\_\_\_\_\_ wherein one of said data streams transmits content selection information regarding  
content of said plurality of data streams, said information including switch times for instructing a  
receiving unit to switch between said plurality of data streams to select a particular media  
segment and insert said media segment into one of said plurality of media slots at a particular  
time, assembling at said receiving unit a customized broadcast transmission stream as said  
personalized advertisement.

17. (Previously Presented) The system of claim 16, wherein said receiving unit switches between analog data streams and digital data streams to assemble said personalized advertisement.

18. (Previously Presented) The system of claim 16 wherein said receiving unit switches between a first digital data stream to at least one second digital data stream to assemble said personalized advertisement.

19. (Currently Amended) A system for distributing a plurality of multimedia personalized advertisements to a plurality of end viewers, said system comprising:

    a means for creating a personalized advertisement template with a plurality of media slots, each of the media slots receiving one of a plurality of media segments;

    a means for creating a plurality of media segments-for insertion into at least one of said media slots as a portion of a personalized advertisement, each of said plurality of media

segments comprising one of: an audio segment, a video segment, a graphics segment, a rendering segment, and a segment of last minute information;

a transmission means for simultaneously transmitting said media segments for a particular slot in said personalized advertisement, wherein each of said media segments is transmitted on a different one of a plurality of data streams, said transmission means transmitting a meta information stream including a personalization protocol, content selection data regarding content and use of media segments in said plurality of data streams, and transitional data; and

a means for ~~providing~~ retrieving content selection data from the meta information stream information and personalization information from a user profile to allow a personalization engine at a receiving unit to switch between said plurality of data streams to retrieve and insert at least one of said media segments at a particular time into said media slot to assemble a customized broadcast transmission stream as said personalized advertisement.

20-21. (Canceled)